The Media Communications degree offered in Vienna enables students to explore the ways humans use media and technology to express themselves in simple and complex ways. Soon after beginning the program, students learn to interpret media messages, communicate effectively in a range of diverse contexts, and demonstrate creative problem solving, and exhibit professional knowledge and skills making them a valuable asset to marketing firms and organizations.

In addition, students choose a 15-credit concentration. At the Vienna campus, concentrations in the following areas are offered: Media Communications (MEDC), Film Studies (FLST), and Public Relations (PBRL). At least 9 of those credits must be at the 3000 or 4000 level. Below are sample concentrations:

**MEDIA COMMUNICATIONS:**
- MEDC 2800 Cultural Diversity in the Media
- MEDC 3260 International Communications
- MEDC 4110 Media and Digital Culture
- MEDC 4220 Genre Studies
- MEDC 4500 Political Communications
- MEDC 4850 Seminar in Media Studies

**FILM STUDIES:**
- FLST 1000 Film and Television Appreciation
- FLST 2050 History of Film
- FLST 3160 Topics in Film Studies
- FLST 3170 Topics in Documentary Film Studies
- FLST 4160 Survey of Film Theory and Criticism

**PUBLIC RELATIONS:**
- PBRL 1010 Fundamentals of Strategic Communications and Public Relations
- PBRL 2400 Public Relations and New Media: Content Creation and Management
- PBRL 3600 Public Relations Case Studies: U.S. and Global
- PBRL 4250 Media Relations
- PBRL 4300 Crisis Communications and Issues Management